



MEMORANDUM

May 14, 2014

TO: Mayor and Council

FROM: Don Hadley, Chair, Planning Commission

SUBJECT: *Rockville's Pike Plan*: Transmittal of Planning Commission's Recommended Draft

On behalf of the Planning Commission, I am pleased to deliver to you our recommended draft *Rockville's Pike Plan* and our recommendations for a new Rockville Pike District (RPD) code (the draft *Rockville Pike District Code*). The draft plan is an update to the Rockville Pike Corridor Neighborhood Plan, which was adopted into the City's Master Plan in 1989, and the *Code* is a key tool for plan implementation.

The *Rockville's Pike Plan* provides a vision and policies for the future of the Corridor in such key areas as transportation, land use and parks. It also includes recommendations to implement the vision and policies. The code provides the recommended zoning, and is based on the plan policies.

Public outreach has played a prominent role in the Commission's work and production of the plan. As shown in the chart that I provided to you on April 7, an updated version of which is attached to this memorandum, numerous community meetings were held during the consultant-led process that began in 2007. Staff met with community, neighborhood and civic groups, boards and commissions, and other interested parties throughout Fall 2010, before the release of the consultants' draft plan (that included a "form-based" code) in December 2010, and again in early 2011 prior to the March 2011 public hearings.

Public hearings were held on March 9 and 16, 2011. The Planning Commission received 130 items of testimony on the consultants' draft while the Public Record was open, from December 2010 through September 2011, all of which the Commission reviewed.

The testimony helped to structure the 26 work sessions that we held. Work session topics included, but were not limited to: planning principles; building heights; how to create parks in an area that is completely devoid of them now; how much parking is needed and how it should be provided; the boulevard concept for the Pike; Bus Rapid Transit (BRT); other transit; new street network; improvements to pedestrian and bicycle infrastructure; and the relationship between the public infrastructure and private development. The Commission invited representatives from regional transportation agencies, the local business community, and real estate and land use experts to some of these work sessions to gain more knowledge on certain issues.

The Planning Commission released the Revised Draft for Public Hearings in March 2013. Zoning recommendations were separated from the draft plan as part of the revision. Public hearings were held on that draft plan and code on March 9, March 16, and April 22, 2013 and the Public Record was open for more than three

months. A similar amount of testimony was received during this public input period. Staff presented the revised drafts (plan and code) to community and other groups prior to and during the public testimony period. Since June 2013, the Commission has made further changes, the sum of which resulted in the attached recommended drafts.

The draft plans, (consultant draft, December 2010; Revised Draft for Planning Commission Public Hearings, March 2013; and the Planning Commission's Recommended Draft, June 2014), associated zoning recommendations (Code), written testimony, public hearing transcripts, and video links of public hearings and work sessions may all be accessed on the City's Web site at: <http://www.rockvillemd.gov/rockvillespike>.

On behalf of the Planning Commission, we look forward to the next phase of this process and to your adoption of the plan. I remain available to the Mayor and Council to provide any needed insight into the Commission's deliberations and to answer questions that you may have as you continue this important work.

cc: Planning Commission

Barbara Matthews
Susan Swift
Andrew Gunning
David Levy
Cindy Kebba
Deane Mellander
Craig Simoneau
Emad Elshafei
Tim Chestnutt
Chris Henry

Summary of Rockville's Pike Plan Process (updated 5/14/14)

Date	Milestone
2006	Mayor & Council provided direction to staff to update the City's plan for the Rockville Pike corridor. This direction followed two years of preliminary research and outreach, including identification of stakeholders, meetings with community groups, creation of the Web site, etc.
June 2007	ACP Visioning & Planning selected as lead consultant, with Economics Research Associates (ERA) and Glatting Jackson Kerscher Anglin (later part of AECOM) as support. Mayor & Council approved contract.
November-December 2007	Stakeholder interviews with consulting team
December 4, 2007	Kick-off public meeting, led by consultants and staff
February-May, 2008	3 additional community meetings with consultants and staff
May 3-June 4, 2008	Community design charrette
December 29, 2010	Public release of consultants' draft plan (that included a proposed form code) and public record opened
January 11-12, 2011	Consultant presentations of plan to Mayor & Council, Planning Commission and public
February 9, 2011	Consultant presentations of form code to public (afternoon) and to Planning Commission(evening)
March 9 and March 16, 2011	Planning Commission public hearings on consultants' draft
September 30, 2011	Public record closed (record was open for 9 months)
April 2011-December 2012	<p>26 Planning Commission work sessions on consultants' draft.</p> <p>Major topics included planning principles, transportation (Pike cross-section & boulevard concept, new roads, BRT & other transit, etc.) land use and form code (building heights, form and placement, uses, open space and parks, code administration, etc.)</p> <p>Some work sessions included invited guests (Roger Lewis; panel on development project economics and financing; representatives from regional transportation agencies). MCDOT also gave a presentation on BRT to M&C and PC during this period.</p>
January-February, 2013	Staff produced revised draft plan and code based on Planning Commission direction/testimony; Planning Commission made final changes
March 1, 2013	Release of Planning Commission's revised draft plan and code and Public Record opened
March 20, April 24, May 22, 2013	Public hearings on PC's revised draft plan and code
June 7, 2013	Public record closed (record was open for more than 3 months)
June 2013-May 2014	Additional work sessions.
February 26, 2014	Planning Commission sub-committee formed to develop approach to ensuring a mix of uses in the Pike plan area. The subcommittee met 3 times and brought recommendations back to the Commission for review.
May __, 2014	Recommended draft plan and code approved by the Planning Commission on May __, 2014